

Sales Order

Station: WTMO-TV Agency: SCREEN STRATEGIES MEDIA
 Contract Name: FRIENDS PATK MURPHY 1468126 Address: 11150 Fairfax Boulevard,
 Contract#: 475002883 Suite 505
 Start Date: 10/17/16 End Date: 10/23/16 City: Fairfax State: VA Zip: 22030
 Revenue Type: POLITICAL SALES NATIONAL Type: Cash Buyer:
 Advertiser: FRIENDS/PATK MURPHY Tax Schedule: (None)
 Address: Agency Commission %: 15
 City: State: Zip: Billing Cycle: Standard
 Product Name: MURPHY FOR SENATE Salesperson: 5206nnat Comm %: 15
 Estimate #: EST 2634 Makegood Policy: Within Contract Dates
 Competitive Code: POLITICAL/ISSUE

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	10/17/16	10/21/16		7:00 AM	10:00 AM	30	2	2	2	2	2			10	D	75.00	10	750.00	1	
2	10/20/16	10/20/16		1:00 PM	2:00 PM	30				1				1	D	125.00	1	125.00	1	
3	10/17/16	10/21/16		2:00 PM	3:00 PM	30	1		1		1			3	D	125.00	3	375.00	1	
4	10/22/16	10/22/16		12:00 PM	1:00 PM	30						1		1	D	50.00	1	50.00	1	
5	10/18/16	10/20/16		3:00 PM	4:00 PM	30		1		1				2	D	125.00	2	250.00	1	
6	10/19/16	10/19/16		4:00 PM	5:00 PM	30			1					1	D	200.00	1	200.00	1	
7	10/17/16	10/21/16		5:00 PM	6:00 PM	30	1	1			1			3	D	200.00	3	600.00	1	
8	10/17/16	10/21/16		6:00 PM	6:30 PM	30	1	1	1	1	1			5	D	475.00	5	2,375.00	1	
9	10/17/16	10/21/16		6:30 PM	7:00 PM	30	1	1		1	1			4	D	475.00	4	1,900.00	1	
10	10/23/16	10/23/16		5:00 PM	5:30 PM	30							1	1	D	125.00	1	125.00	1	
11	10/17/16	10/21/16		7:00 PM	8:00 PM	30	1	1	1	1	1			5	D	500.00	5	2,500.00	1	
12	10/19/16	10/19/16		8:00 PM	9:00 PM	30			1					1	D	500.00	1	500.00	1	
13	10/17/16	10/20/16		9:00 PM	10:00 PM	30	1		1					2	D	500.00	2	1,000.00	1	
14	10/21/16	10/21/16		10:00 PM	11:00 PM	30					1			1	D	500.00	1	500.00	1	
15	10/17/16	10/21/16		11:00 PM	11:30 PM	30	1	1	1	1	1			5	D	325.00	5	1,625.00	1	
16	10/18/16	10/19/16		11:30 PM	12:00 AM	30		1	1					2	D	325.00	2	650.00	1	

Billing Projections: By Month

Oct 16
 CA 13,525.00
 ST 13,525.00

☒ Print Spot Prices

2634

TOTAL SPOTS 47
 GROSS TOTAL \$ 13,525.00
 ADJUSTED SPOTS 47
 ADJUSTED TOTAL \$ 13,525.00

APPROVE DECLINE

☐ ☐ General Manager
☐ ☐ Sales Manager
☐ ☐ National Sales Manager
☐ ☐ Local Sales Manager

ORDER WORKSHEET

Rep Order# 1468126 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 10/12/16 5:05 PM
Last Received: 10/12/16 4:36 PM
Showing Buylines: All Lines

1 of 3

Station WTMO-TV ORLANDO
Advertiser (F4PM) FRIENDS/PATK MURPHY
Product MURPHY FOR SENATE-SP
Estimate# 2634
Buyer RACHAEL JONESAgency (SSME) SCREEN STRATEGIES MEDIA
11150 FAIRFAX BLVD, SUITE 505
FAIRFAX, VA 22030
Agency C/P1/P2/E /2634
Flight Dates 10/17/16-10/23/16Rep Firm NBCUNIVERSAL
Sales Office (WA) WASHINGTON
Salesperson (HIL) WILL HILDEBRANDT
Sales Assistant SUE
Salesperson Phone# 2028854861
Salesperson Fax#

--- REMARKS ---

NEW POLITICAL ORDER - STARTS MONDAY 10/17; ALL 30-SEC SPOTS. BUY IS DAY SPECIFIC, BE AWARE WHEN PLACING. PLS CONFIRM THANKS

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	M-F	7A-10A	UN NUEVO DIA	30	-	-	\$75.00	10/17-10/21	10	10	\$750.00
			Buy Comment: ORDER: 2/DAY								
2	Th	1P-2P	NOVELA	30	-	-	\$125.00	10/20-10/20	1	1	\$125.00
3	M, W, F	2P-3P	SUELTA LA SOPA	30	-	-	\$125.00	10/17-10/21	3	3	\$375.00
			Buy Comment: ORDER: 1/DAY								
4	Sa	12P-1P	SOS: SALVA MI CASA	30	-	-	\$50.00	10/22-10/22	1	1	\$50.00
5	Tu, Th	3P-4P	MEJOR CASO CERRADO	30	-	-	\$125.00	10/18-10/20	2	2	\$250.00
			Buy Comment: ORDER: 1/DAY								
6	W	4P-5P	AL ROJO VIVO	30	-	-	\$200.00	10/19-10/19	1	1	\$200.00
7	M-Tu, F	5P-6P	CASO CERRADO	30	-	-	\$200.00	10/17-10/21	3	3	\$600.00
			Buy Comment: ORDER: 1/DAY								
8	M-F	6P-630P	6P NEWS	30	-	-	\$475.00	10/17-10/21	5	5	\$2,375.00
			Buy Comment: ORDER: 1/DAY								
9	M-Tu, Th-F	630P-7P	NOTICIERO TLMD	30	-	-	\$475.00	10/17-10/21	4	4	\$1,900.00
			Buy Comment: ORDER: 1/DAY								
10	Su	5P-530P	NOTICIERO TLMD	30	-	-	\$125.00	10/23-10/23	1	1	\$125.00

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Sales Office (WA) WASHINGTON
Salesperson (HIL) WILL HILDEBRANDT
Sales Assistant SUE
Salesperson Phone# 2028854861
Salesperson Fax#

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
11	M-F	7P-8P	CASO CERRADO ESTELAR	30	-	-	\$500.00	10/17-10/21	5	5	\$2,500.00
			Buy Comment: ORDER: 1/DAY								
12	W	8P-9P	PRIME NOVELA	30	-	-	\$500.00	10/19-10/19	1	1	\$500.00
13	M, Th	9P-10P	PRIME NOVELA	30	-	-	\$500.00	10/17-10/20	2	2	\$1,000.00
14	F	10P-11P	PRIME NOVELA	30	-	-	\$500.00	10/21-10/21	1	1	\$500.00
15	M-F	11P-1130P	11P NEWS	30	-	-	\$325.00	10/17-10/21	5	5	\$1,625.00
			Buy Comment: ORDER: 1/DAY								
16	Tu-W	1130P-12A	TELENOTICIAS PUERTO RICO	30	-	-	\$325.00	10/18-10/19	2	2	\$650.00
			Buy Comment: ORDER: 1/DAY								

---REPORT TOTALS---

Report Totals: 47 / \$13,525.00

---SALES MONTHLY TOTALS---

Oct2016: 47/ \$13,525.00

Order Totals: 47 / \$13,525.00 Total GRPs: 0.0

--- COMPETITIVE ---

Market Totals \$13,525.00 OTH \$0.00 WTMO 100.00% WVEN \$0.00

--- COMPETITIVE COMMENTS ---

COMPETITIVE INFO TO FOLLOW

Books [OCT16]
Demos RA30+P

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--- CREDIT RISK ---

STANDARD CREDIT TERMS

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WTMO-TV

Date: 10/13/2016

I, Screen Strategies Media,

being/on behalf of: Patrick Murphy,

a legally qualified candidate of the Democratic

political party for the office of: U.S. Senate

in the General

election to be held on: 11/8/2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available): \$11,496.25

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Patrick Murphy

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Brian Foucart

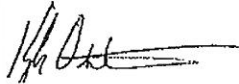
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/13/2016

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title